

Online marketing Strategy for

ACI Foods LTD BD



Internship Report

On

BUS 400

Topic: Online marketing strategy for

ACI Foods LTD

Supervised By

Kamal Hossain

Senior Lecturer

E-business and Computer Information Management

BRAC Business School

BRAC University

Prepared By:

Nushrat Jahan

14304141

Major in E-commerce and Marketing

BRAC Business School

Date of submission: 29th November, 2018

Letter of Transmittal

29 th November, 2018

To

Kamal Hossain

Senior Lecturer

BRAC Business School

BRAC University

Dhaka-1212

Subject: Submission of the Internship Report on Online Marketing strategy for ACI Foods LTD

Dear Sir,

This is a wonderful pleasure of mine that I am presenting this internship report write about "Online Marketing Strategy For ACI Foods LTD"

It was great topic to work in light of the fact that I did my major on E-Commerce and I have some knowledge about this point and also it was additionally an extremely intense subject to do. In the time of my internship at ACI Foods I found out about the food business industry that was absolutely new for me. Writing on this report additionally has given me a decent chance to explore my bookish knowledge in the reasonable industry.

I had given my full effort to do my best to pursue your rules and set up temporary internship report in an expert way. Clearly, there is likewise much chance of doing improvement. I wish that you think about my error and lacking as a part of my study. Your important guideline will help me more in making this sort of response in next time.

Sincerely yours,

Nushrat Jahan

Id: 14304141

BRAC Business School

BRAC University,

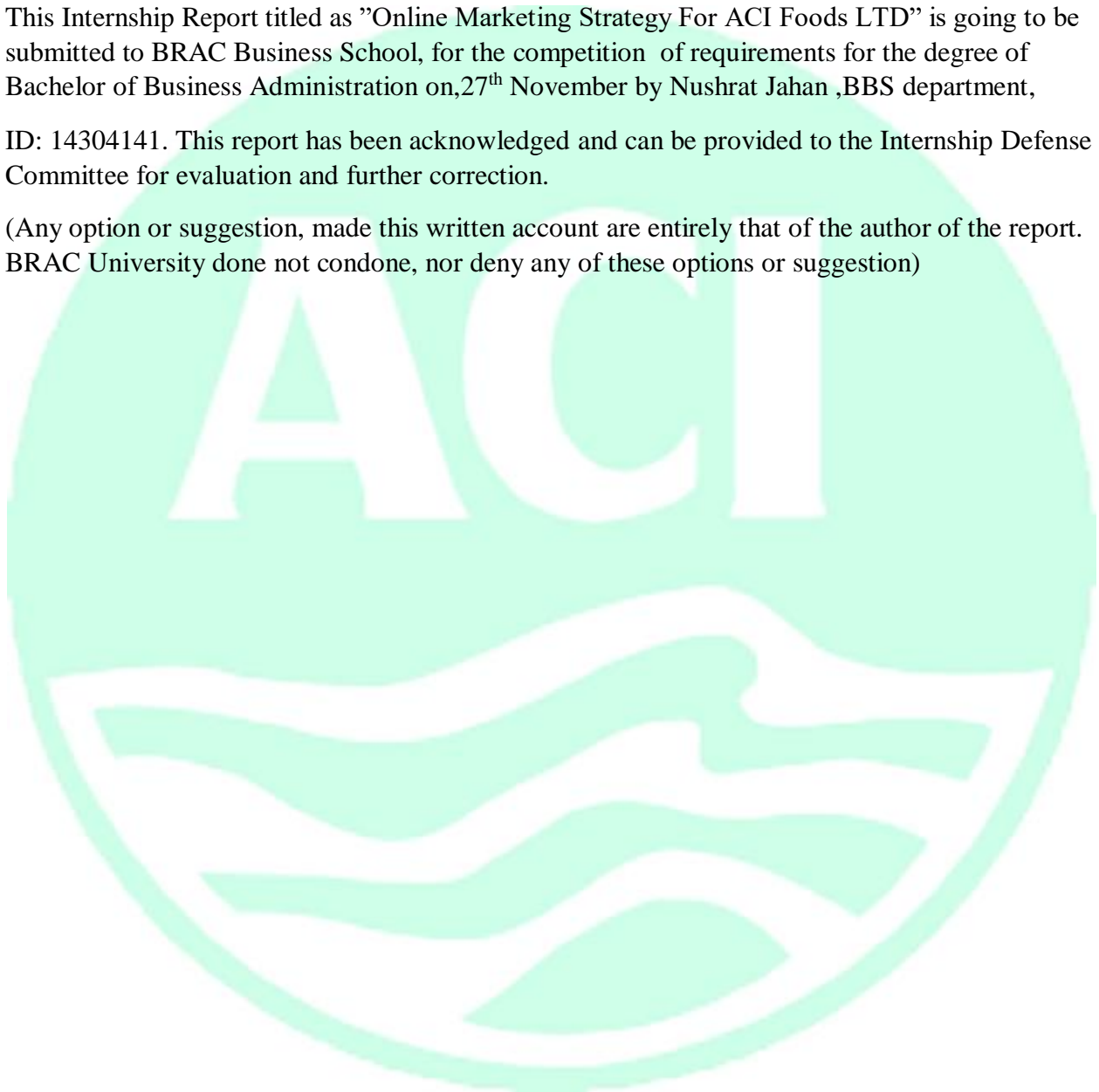
Intern of ACI Foods

Letter of Endorsement

This Internship Report titled as "Online Marketing Strategy For ACI Foods LTD" is going to be submitted to BRAC Business School, for the competition of requirements for the degree of Bachelor of Business Administration on, 27th November by Nushrat Jahan, BBS department,

ID: 14304141. This report has been acknowledged and can be provided to the Internship Defense Committee for evaluation and further correction.

(Any option or suggestion, made in this written account are entirely that of the author of the report. BRAC University does not condone, nor deny any of these options or suggestions)



Acknowledgement

At first I want to thank my administrator, supervisor Kamal Hossain, Senior Lecturer, BRAC Business School, BRAC University for giving me such a chance to write up a primary Report on "Web based Marketing Strategy for ACI Foods LTD". All through this whole time of my internship, he has given his liberal direction, motivation and essential help, feedback for this report. Without his auspicious help, it would not have been conceivable to finish this report.

My genuine appreciation goes to Mr. Masudul Alom (Head of offers, ACI Food Limited) and Saidur Rahman Saju (Product Manager, ACI Food Limited), Samira Sarwar (Product Executive, ACI Food LTD) for giving me such a remarkable chance and advantage to work with the great team of ACI Food Limited. I might want to thank the whole sustenance group of ACI Limited for their consistent help and motivation all through my temporary job period.

I also want to express my heartiest thanks to every one of the ACI Foods and others who have made my work and project success and have supported me along the entire way. Lastly the minimum I want to thanks to all the review respondents who have expanded their benevolent participation and contributed in achieving this project and then my all thanks to go almighty ALLAH.

Executive Summary

For finishing of my BBA Program I done three month internship at ACI Foods Ltd. ACI Food Limited engage with assembling, promoting, and distribution food products and condiment under the brand names of PURE and FUN. ACI limited is biggest and eminent conglomerates in Bangladesh working on business in differentiated areas. ACI concentrating on enhancing the sustenance propensity for customers through giving more readymade cook items and readymade spice mix. ACI Foods Limited under the brand name of Pure and Fun Brand items to Australia, UAE, Kuwait, Saudi Arabia, Bahrain, Qatar and numerous different nations to come into the rundown. I worked in marketing and sales division under the pure guideline of the Head of sales and Product Executive. In my internship period I build territory wise target versus achievement of ZM (Zonal Manager) consistently and update of sales result and help my supervisor in making route chart for ACI Foods. I likewise take part in various campaign, shooting, reasonable both in Dhaka and outside Dhaka where I organize ACI Foods stall and introducing foods items of ACI Foods to the guests and find out prospect of ACI Foods Product. In general my beginning level position I have gather knowledge about readymade foods business in Bangladesh. I have learn about the selling and after sales benefit of ACI Foods which I have communicate to our clients in various fair and distribution. With the end goal to impart our item advantages to the clients I additionally need to build up an information about the competitors of ACI Foods which was another lesson for me. At the end art of my report I have given some solution to the improvement of ACI Foods.

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Organizational Overview:

ACI LIMITED



Imperial Chemical Industries (ICI) Bangladesh Manufacturers Limited is a subsidiary of known multinational pharmaceutical ICI Plc., established in Dhaka in 1973 and was a listed Public Limited Company under Dhaka Stock Exchange on 1976. In 1992, ICI Plc. divested its shareholding through a local management takeover and the company name was changed to Advanced Chemical Industries (ACI) Limited. (ACI Limited)

ACI aims to follow International Standards on Quality Management System to ensure the consistency in maintaining quality of the wide range of products and services to attain consumer satisfaction. The company also meets all necessary national regulatory requirements that relates to run all its current business and confirms that company properly follows the current Good Manufacturing Practices (GMP) recommended by World Health Organization. This all possible for ACI Limited as it has the aim to achieve business excellence through quality by understanding, accepting, meeting and exceeding customer expectations. (ACI Limited)

History:

In 1926, Imperial Chemical Industries (ICI) was started its journey in the United Kingdom as four organizations in particular Novel Industries Limited, British Dyestarts Corporation, Brunner Mond and Company Limited and it converged with United Alkali Company. From that point forward ICI Plc. has been working worldwide as a global organization. In the time of arrangement, ICI begun activity in the Indian subcontinent for the sake of ICI (India) constrained. After partition of the India and Pakistan in 1947, the Karachi office of ICI (India) Limited renamed to be ICI (Pakistan) Limited. After the autonomy of Bangladesh, the organization has been fused in Bangladesh on January 24, 1973 as ICI Bangladesh Manufacturers limited and furthermore as Public Limited Company. The Company likewise got recorded with Dhaka Stock Exchange on December 28, 1976 and its first exchanging of offers occurred on March 9, 1994. Later on May 5, 1992, ICI Plc. stripped 70% of its shareholding to neighborhood administration. A while later the organization was enrolled under the name of Advanced Chemical Industries (ACI) Limited. On October 22, 1995 ACI Limited was recorded with Chittagong Stock Exchange. (ACI Limited,)ACI Limited with a worldwide legacy today is

one of the main and biggest conglomerates in Bangladesh. The organization is separated into four focus business gatherings and they are: Pharmaceuticals, Consumer Brands, calculated (Swapno) and Agribusiness.

(ACI Limited)

ACI keeps up a harmonious and strong association with the medicinal services network of Bangladesh, with the conviction that business magnificence must be accomplished. ACI has a skilled group of experts; along these lines the organization is being worked with a dynamic disposition to give viable answers for fulfill the customers' needs and wants, through its quality items and administrations.

(ACI Limited)

Mission and vision:

ACI limited focuses on conveying uncompromised quality items and administrations in every single possible region of buyer needs and wants with the point of giving extra an value to shareholders" ventures and offer most possible advantages to every one of its customers.

Mission:

ACI mission is to advance the personal satisfaction of individuals through application of information, aptitudes and innovation. ACI is focused on the quest for excellence by high quality class items, inventive procedures representatives to give the greatest level of fulfillment to its customer.

(ACI Limited)

Vision:

To fulfill the mission, ACI Limited will –

- Endeavor to accomplish a place of administration in every category of its organizations.
- Attain a huge level of profitability in the entirety of its tasks through effective and productive utilization of assets, reception of suitable innovation and arrangement with our core competencies.
- Develop its employees by empowering strengthening and compensating advancement.
- Promote an environment for learning and self-improvement of its representatives.

- Provide products and administrations of high and reliable quality, guaranteeing an incentive for money to its clients and aid the subjective enhancement of the administrations of its providers and wholesalers.
- Establish harmonious association with the network and advance more noteworthy natural obligation inside its sphere of influence.

(ACI Foods Limited)

Values of ACI Limited

ACI Limited keeps up the accompanying qualities for their own self and customers.

- Quality
- Customer Satisfaction and focus
- Fairness
- Transparency
- Continues Involvement
- Innovation

(ACI Limited, 2016)

Product Categories and Brands of ACI Limited

ACI Limited is differentiated into three major organizations units which incorporate Pharmaceuticals, Consumer Brands and Agribusiness. Next to these ACI Limited has subsidiaries and joint vendors separated in retail chains.

Business Unites:

Consumer Brands and Commodity Products: Consumer brands contain of extensive variety of commodity items required in a peoples everyday life. These items are diligent performer in keeping one's family units spotless, clean and live with a healthy life without germ life. ACI constrained, guaranteed the leading position in commodity merchandise in Bangladesh. They

Adequately are giving Salt, Flour, Noodles, and Spices under the brand name "ACI Pure". Also, in addition, they are working as an agent of incredibly famous item classifications like Colgate, Nivea, Tetley, Godrej and Dabur in Bangladesh through various distribution and joint venture.
(ACI Limited)

Pharmaceuticals:

In Bangladesh pharmaceutical plant, ACI limited has demonstrated their skillful technique and furthermore brought huge changes, which made Bangladesh Pharmaceutical plant a complex agent for whole pharmaceutical division all around. From the earliest starting point, ACI Limited gives extensive variety of value Medicines and Health-care items to the general population of Bangladesh. ACI Pharma additionally has built up its mark on Novel Drug Delivery System (NDDS). ACI Limited satisfies the interest of manufacturers of pharmaceutical producers of both national and global market and along these lines it trades their excellent pharmaceuticals to various nations of Asia, Africa and South Africa. (ACI Limited)

Subsidiaries and Joint Ventures

ACI Limited is effectively and effectively organizing the Subsidiaries and alongside keeping up a decent association with Joint Ventures.

Subsidiaries:

- ACI Formulation LTD
- ACI Salt LTD
- ACI PURE flour LTD
- ACI Foods LTD
- Premiaflex Plastic LTD
- Creative Communication LTD
- ACI Motors LTD
- ACI Healthcare LTD
- ACI Chemicals LTD
- ACI Logistics LTD

Joint Ventures:

- ACI Godrej Agro Vet PVT LTD
- Tetltly ACI Bangladesh LTD
- Asian consumer care PVT LTD

Fundamental Department of ACI LTD:

- Administration Department
- Commercial Department
- MIS Department
- Finance and Planning
- Distribution Department
- Training Department
- HR Department

ACI Foods LTD: The need of pure and hygienic food in consumer mind particularly in the item of nourishment business has pushed ACI to fulfill the present market want and necessity by delivering sustenance product. ACI foods have their varieties of foods item, varieties of spice mix under the brand name PURE and FUN. They are:

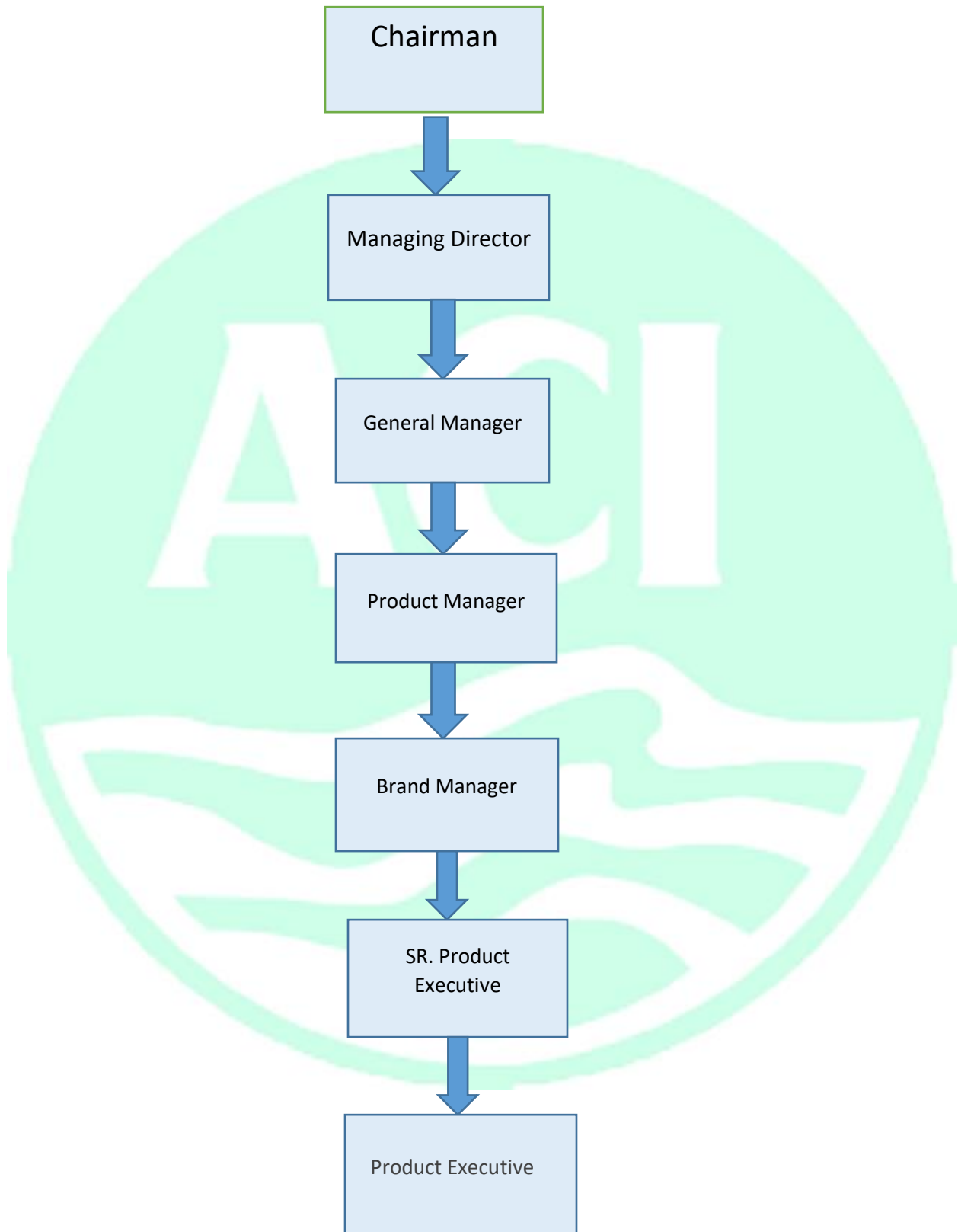
1. PURE Basic spice
2. PURE Mixed Spice
3. PURE Thai Noodles
4. PURE Aromatic Rice
5. PURE High Portion Mixed Dal
6. PURE Gold Coffee
7. PURE Toast
8. PURE Puffed Rice
9. PURE Mustered Oil
10. Pure Lachcha Semai
11. Xtra FUN Plain Cake
12. Xtra Fun Extruder Chips
13. Xtra FUN Cake
14. Xtra FUN Potato Crackers

15. FUN Chanacur
16. FUN Candy
17. FUN Mango Drinks
18. FUN Chutney
19. FUN Fried Snack
20. FUN Fried Pies

(ACI Foods LTD)



ACI Food: Organogram of ACI Foods:



Introduction to the report

Rationale of the study:

From school to till now, we have learned only from book and from classroom. Our country seduction system does not allow any student to gather any practical knowledge. So, for us doing internship in any organization is the only chance to gather practical knowledge.

I am a student with major Marketing and E-commerce ,I think it is my need to know how marketing strategy ,policy ,online ,web based strategy ,online marketing strategy works to control their market with the coordinate effort of external and internal support.

So, I get the opportunity from the marketing department of ACI foods and from the sales and consumer department. I have gathered practical knowledge from that period. I also get the chance to know about how they make it possible to maintain their distribution channel all over the country.

As an intern, it is very beneficial for me to gather knowledge about this kind of practical knowledge.

Statement of the problems:

ACI foods limited always try to give the best nature of food to its customer. They have wide range of heir food product, and most are ready to cook product which is very easy to use also time saving. ACI foods is now facing some problems that their sale is not increasing rather they are doing their best to increase the sales, but without some selected product other product sales is not up to the mark. They are various new product like Xtra fun cake, Extruder chips, crispy curls crackers, these product packaging are very attractive and quality is very good but people are not feeling interested to buy these things. These products are all made in ACI own factory without any touch of hand, totally made by automatized machine. In this given report I am going to discuss some of online marketing that ACI Foods can use for their online marketing for increasing their product sale.

Scope and delimitation of the study:

Scope of the study: There were lots of scope when I was doing this report, this report can be further use for business community, interested people who want to know about online marketing strategy would get profit and information from this report, also know about details of ACI Foods marketing strategy in details.

Delimitation of the study:

1. Lack of secondary information.
2. The study has been done by non-experiential person.
3. Department of ACI Foods has been run by majority of BBA, MBA complete by employees, and from the employees other information have been gathered.
4. Shortage of important information on the association end because of protection issues. Consequently, definite and organized data couldn't be extricated on center key usage of the organization.

Objective of the report:

The core purpose of the report is fulfill my BBA requirement program ,duration of this internship is for 3months, I was assinged to the head office of ACI Foods LTD, I worked at the head office of ACI Foods LTD. My internship program from September 27, 2018, during this internship period I have worked closely with ACI Food team. Theoretical knowledge is not enough for any student, practical knowledge helps more to flourish his or her career. There is a far difference between practical knowledge and theoretical knowledge. Our internship program is launched mail for having the practical knowledge. There is also another purpose what is to know about the environment of the organization , to know the rules and regulation before starting any job. Gathering experience helps a students get a good job , it is another purpose of the study.

I have done my internship on ACI Foods LTD. ACI foods is now one of the profitable business of ACI. This business has bring new technologies, machines in this industry along with it is providing the quality readymade food products to the customer and gaining customer satisfaction and also fulfilling their demand.

By the customer review and vote ACI has been selected and prized as the best brand award in 2013. ACI also has gained as the best brand award as 2008 and 2011. SO, I have gained a lot of practical knowledge here with the help of academic knowledge.

There are two objectives of this study:

1. General objective
2. Specific objective

General objective:

General objective of this study is to prepare and submit this report on the topic of “Online marketing strategy for ACI Foods LTD.

Specific Objective:

- To know the present market situation of products.
- To know the reason why selling is not increasing
- To know about market and supply problem.
- Find out competitors strategy and tricks
- To gather practical knowledge by working with external and internal employee.
- To submit the internship report by gathering all the information that has been learned in the internship of BBA program.

Research Question:

Considering the point and targets of the report and following exploration questions have been set. Research questions have been planned to elucidate the data or answers that must be found.

Which are as follows:

What is online marketing?

Does ACI Foods doing online marketing? If they do what are that and if they do not then provide some online marketing strategy for them.

What marketing strategy ACI Foods follow

What marketing and online strategy

Discuss about ACI foods online campaign and digital marketing strategy

Literature Review:

In online marketing there is a lot of devices and strategies utilized for advancing items and administrations through the web. It incorporates an extensive variety of marketing components than customary business promoting because of the additional channels and advertising systems and process that are accessible on the internet. Online marketing can convey advantages, for example:

1. Development in potential
2. Decreased costs
3. Rich correspondences
4. Better control
5. Enhanced client benefit
6. Upper hand

The expansive online marketing range changes as indicated by business necessities. Compelling web based advertising programs use buyer information and client relationship the board (CRM) frameworks. Online marketing interfaces associations with qualified potential clients and takes business advancement to an a lot more elevated amount than customary advertising.

Online marketing joins the web's inventive and specialized instruments, including structure, improvement, and deals and publicizing, while at the same time concentrating on the accompanying essential plans of action:

- E-commerce
- Affiliate marketing
- Local search
- Neighborhood seek

Online marketing has a few favorable circumstances,

- Low costs: Wide groups of audience are reachable at a small amount of conventional publicizing spending plans, enabling organizations to make engaging buyer promotions.
- Adaptability and comfort: Consumers may search and buy items and administrations at their recreation.
- Analysis: Measurable outcomes are encouraged without additional expenses.
- Various alternatives: Advertising devices incorporate pay-per-click promoting, email showcasing and neighborhood seek integration (like Google Maps).
- Statistic focusing on: Consumers focused on considerably more adequately in an online instead of a disconnected procedure.

The principle constraint of internet advertising is the absence of substantial quality, which implies that buyers can't experiment with, or attempt on things they may wish to buy. Liberal merchandise exchanges are the primary method to circumvent such purchaser dread.

Online marketing has surpassed conventional publicizing as of late and keeps on being a high-development industry.

Here are some online marketing that has been discuss down below:

Affiliate marketing: Affiliate marketing is a sort of execution based on business award at least one affiliates for every guest or client brought by the associate's own showcasing efforts. A person who contracts with a merchant with the end goal to sell that merchant item. The product might be anything somebody will pay for, regardless of whether tangible, (for example, apparel), virtual, (for example, electronic books or downloadable software), or data, (for example, expert advice). An individual or business who has a product and, for this situation, utilizes subsidiary projects to move this item. Normally, the dealer assumes all liability for chronicle leads and arranges, and for putting away and delivering the item to the client.

1. Represent a product or services:

Speak to the trader's item or administration on your site using joins. These connections may appear as a standard, a content connection, a pursuit box, or even a JAVA applet.

2. Drive movement (get guests) to your site.

Set up a steady stream of focused movement to your site with the end goal to build your capability to gain commissions. When a client utilizes your connections to interface with the dealer, the vendor should pay you. Diverse vendors indicate what establishes an activity deserving of remuneration, and these can extend from a client simply observing the advertisement to really acquiring the item. The amount you get paid will likewise contrast from dealer to trader.

3. Read the contract

Information should be expressed plainly in an agreement. It is your duty to peruse the agreement, regardless of whether it is for some time, tangled, or exhausting. On the off chance that you are indistinct about the vendor's strategies, either contact the shipper for illumination, or search somewhere else for a more tasteful assertion. Various partner programs exist. (Kotler 2012)

Content Marketing:

Content advertising is the creation and distribution of "content" with the reason for pulling in clients. Content is either unique (you make it) or curated (you either pay for it or offer it). The utilization of the expression "content showcasing" has expanded starting late, fundamentally because of the changing media scene. With less outlets and less chance to share news, associations are concentrating more on substance advertising efforts to share and control their very own messages.

Effective substance advertising is more than composing a couple of blog entries and trusting they produce some inbound movement; it's anything but a medium-term amusement. It includes a key methodology and attentive mix, and in particular, responsibility.

There are two type of content marketing:

1. Original Content: Original content is made and possessed by a man or organization. It might feature aptitude or essentially exist to inspire a grin or giggle.

Original content requires time and assets. Be that as it may, since unique substance can go up against numerous structures, it's regularly conceivable to repurpose it.

Examples of original content:

- Seminars or conferences
- Sales presentations
- Case studies
- Blog posts
- Social media posts
- Newsletters
- Email blasts
- Webinars
- White papers
- Memes
- Videos and photography
- Podcasts

2. Curated Content: Not constantly, assets and authoritative help to create unique substance, which makes curated (content created by an outsider) an extraordinary choice.

There are two different ways to fuse curated content into your substance advertising plan:

- A) Content sharing
- B) Paid content feeds. (Kotler 2012)

PPC \ CPC Marketing:

Search Engine Marketing: Search marketing alludes to all that one can do to get before searchers. Underneath search marketing (or SEM –Search Engine Marketing – for short) there's a wide range of sub-sets of promoting/publicizing including:

1. SEO
2. PPC (Pay per click)
3. Remarketing
4. Display Marketing

Pay per Click promoting, the point of this white paper, is a type of publicizing that is a sub---category of advertising. PPC is where sponsors like you target web guests with important promotions when individuals scan for specific expressions. Dissimilar to natural inquiry postings where it can require a long investment and heaps of inventiveness to demonstrate to Google your site ought to be at the highest point of a specific pursuit – PPC enables you to state to web indexes: "I realize my group of onlookers is scanning for XYZ – put my promotion up" and inside minutes you're getting before individuals searching for the responses to the inquiries that your item or administration settles – at EXACTLY the minute you're searching for them (Kotler 2012).

Email Marketing: Email marketing means connecting with large group of people by using email and promoting your business through online using email. Such as, we get messages, you may see that you develop more attach to the brand, engage in with their substance and perhaps purchase an item or two.

- This is not a matter with sending spam or purchasing email records. Its more than essentially sending business messages to other people. Email promoting is tied in with making genuine associations with individuals who need to get notification from you. It's tied in with speaking with various individuals at a single time, building connections and developing your image accordingly.

Kinds of Email:

In this time of email promoting, there are a couple of various kinds of messages that you can send to subscribes. Every one fills an alternate need.

Follow up email: Follow up email means computerized messages. Which people can make and plan for development as they consequently provide it in a grouping to the individuals, those people buy in to your email.

Broadcast email: In broadcast email, email delivers in at one or at a booked time and date. That can utilize communicate to share time-delicate data with supporters.

The essential email: In essential email people have the opportunity to email substitute that people need, regardless a pamphlet otherwise item refresh

Confirmation Email: Reason behind confirmation email is to give chance to fresh subscribers and make sure that there are really need of getting mail.. Perhaps somebody joined unintentionally, or they altered their opinion. Utilizing confirms select in causes screen for quality supporters who are bound to draw in with later on, and sift through the individuals who aren't generally keen on got notification from you. Staying with email promoting best practices, for example, utilizing affirmed pick in for new endorsers, can bigly affect your general achievement.

Welcome Email: Welcome email ought to express thanks toward them for joining in the list. One should to likewise incorporate data about what they'll get from you in future messages. On the off chance that you offered a motivating force in your join frame, the appreciated email is the place to convey it.(Kotler 2012)

Social Media marketing: Social media marketing happens when a business utilizes a digital marketing strategy to connect with clients and make mindfulness about their image. This is practiced by posting content on mainstream online stages, for example, Facebook, Instagram, Twitter and LinkedIn. Social media marketing is important for the achievement of business since it makes an immediate connect to current and potential clients. With the correct methodology set up, it enables you to:

- Broaden client reach
- Make it simple for individuals to discover business.
- Build mark diplomats
- Address and react to issues
- Locate and select best ability
- Interact with existing and potential clients

If current experience with social media is restricted to sharing vacation photographs or sending birthday wishes, at that point it's a great opportunity to get your business on board. Web based life is a simple and reasonable approach to construct a network of adherents, discuss specifically with your clients, and increment of brand exposure.(Kotler 2012)

Methodology of the study:

Sampling process of the study: The primary goal of doing my research is understanding of comprehension of which subject's impact customer of readymade food and readymade spice mix. I have utilized five step to decide the probabilistic example measure.

Stage 1- State the Target population: The objective population is the purchaser, also shopper of ACI Foods. While writing this report I have done a survey .Maximum of those people who have done this survey there age was 18 to 50 years. The review held in November 11, 2018.

Stage 2-Sampling outline: Most of the clients of instant readymade food and spice mix are working ladies, housewives, lone rangers, understudies and individual from the family who settles on obtaining choice. Thus, I have directed the review on individuals from this edge.

Stage 3-Sampling strategy: Those who participate in this survey has the equal opportunity to chosen as an example and to guarantee population agent test.

Stage 4: Sample estimate: 100.

Stage 5: Execution: Sampling has been executed by managing overview survey in up close and personal and online methodology.

Data collection:

1 Primary source: Major clients of readymade food and spice mix are used by guardians and moms, housewives, working women, students, and bachelor. Essential information has been gathered from our example. Workers and authorities in ACI Foods Ltd., advertising offices appointed by the organization have additionally filled in as sources.

2 Secondary sources: Distributed diaries and research information on readymade food and spice mix industry of Bangladesh and investigations of worldwide readymade food and spice mix advertise, official site of ACI Food Ltd and statistical surveying information given by ACI Foods employee are the secondary sources.

SURVEY INSTRUMENTS

Meeting procedure under direct survey to home study strategy has been utilized for gathering information. The overview has been led by coordinated premise and requesting that respondents top off the survey and online technique (Google docs). Basic data and main elements with respect to the exploration for better comprehension of the survey had been given. (Questioner has attached at last in appendix).

Analysis and Interpretation of the Data:

Competitor in the market: There are many competitors in this foods industry who have already established in Bangladesh. From some of those competitors brands are described below:

PRAN Food:

PRAN was born in the year 1981. A successful time of 5 years prompted the expansion of PRAN's tasks into agribusiness in 1986 through contract cultivating, with the coordination of AMCL, (Agriculture Marketing Company Limited).

PRAN further established its place in the business through a nourishment handling plant at Ghorashal in 1992. Getting through this time of undertaking, PRAN has now settled itself as one of the best assembling organizations and has set the justification for improvement for any possibilities.

Square Food and PVT Ltd:

Square has start their company in 2000 as an individual from Square Group, one of the great corporate in Bangladesh. Inside a limited ability to focus time, it has possessed the capacity to make a strong market through its world class items and client administrations. In 2010, the organization accomplished ISO 22000 for sustenance security the executive's framework.

Summary of the Project:

Online marketing tools are a vital part of a marketing strategy. In this report I have discussed about the how the organization is using its promotional tools like TVC, Various Campaign, online marketing strategy, marketing offers and so on. Now I am going to discuss about some online marketing strategies that I have learn from my major course and ACI Foods can use this online strategies for their marketing:

Affiliate marketing for ACI Foods:

1. An online affiliate marketing is a temporary programme, so that ACI Foods can do that and make with a merchant to bring in potential customers, generate leads, or sell a product.
2. Merchants handle the inventory and shipping of the ACI Foods
3. There are three types of affiliate marketing: power affiliates, mid-range affiliates, and non-productive affiliates.

Presently ACI Foods do not doing any affiliate marketing, but they are thinking of doing affiliate marketing very soon, it will help them to increase their sale and helps to promote their brand.

Content Marketing:

ACI Foods do not do content marketing. If ACI Foods do content marketing it would be great for them doing marketing online and reach more customer along with promote their brand. ACI Foods can do some online post about their product, can create a blog where they can write about their product category, discuss about their product line, made some funny memes to attacks peoples mind. ACI Foods can do online case study competition within the university and college, then then reward them who can solve the case in the best way.

Pay Per Click (PPC/CPC) Marketing:

ACI Foods presently do not doing any PPC marketing. PPC marketing can help them more, when people will search them ACI Foods will show first result of search and customer will most likely to visit their foods website which help them to reach lot of customer.

Email Marketing:

ACI Foods can use Email marketing so that they can create connection with community and also grow their business, can promote their business and customer will be more attach with the brands and know more about ACI Foods. There are various types of email marketing, ACI Foods can follow any one or two of them, these are very effective to reach customer easily and also cost effective.

Social Media Marketing:

ACI Foods presently doing Facebook marketing and doing marketing on Instagram. They have Facebook page for their PURE, and FUN brands. They doing different Facebook event in page. They have marks their presence in social media long ago, and continuously trying to improve their presence more in social media. In the below there have been given Figure 1 to 8, where it has shown that ACI Foods have their presence in online.



Figure 1 Online Marketing

Digital Presence- Recipe videos on Facebook and YouTube  

- To utilized Ramadan we made 10 short recipe videos by using our products
- This would allow us to create proper brand associations
- Already posted videos on social media getting good response

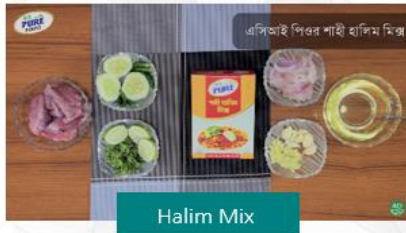


Figure 2 Online Marketing

Digital Presence- Recipe videos on Facebook and YouTube  

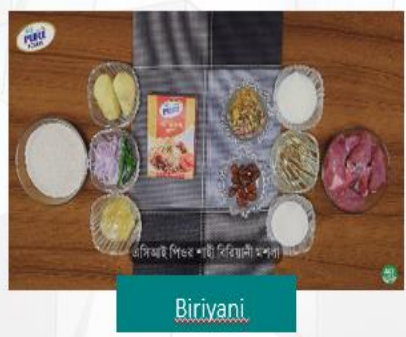
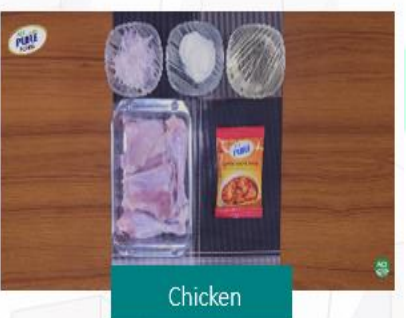


Figure 3 Online Marketing

Digital Presence- Every Day Ramadan Posts



Figure 4 Online Marketing

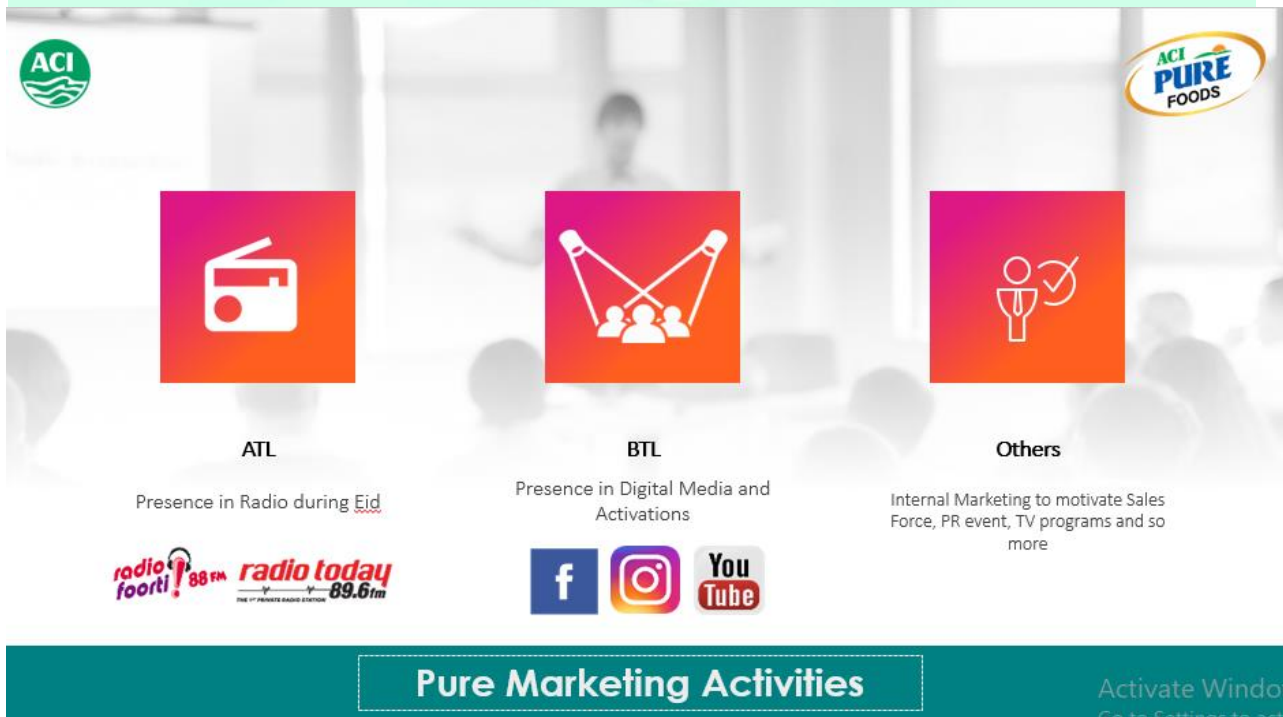


Figure 5 Marketing Strategy

House Hold Visit- Pure

1 .Lifestyle:

Prepare all three meals of the day as per family’s preference and mostly prepared by women
 Purchases made mostly by the husband. They do not preserve items for a long time in the fridge

2. Product selection:

No particular brand mentioned in bazaar list
 Consumers have strong brand association with Radhuni
 Consumers are willing to experience new brand only if quality is ensured
 Most mixed spices used as taste enhancer except Halim Mix and Kheer Mix

3. Communication media:

Women take help from YouTube to learn new recipes.
 Watch television during their leisure time. Commonly watch news Channel: Channel I, NTV,
 Cooking, Agricultural and Islamic program.
 Use Facebook and YouTube during leisure time



Figure 6 Marketing Strategy



Figure 7 Marketing Strategy

Internal Marketing – T Shirt branding



Figure 8 Marketing Strategy

Objective: To give focus on our Spices, and to motivate internal member of the organization.

Creating brand awareness for PURE through our Sales Teams

Promoting basic spice and mixed spices in the market

To help shopkeepers recognizing our company and people,

Findings from the Report:

When I am doing internship I found out some observation. These are following below:

- ACI Foods products comparatively high price rather than other competitor's products.
- No special product offer
- Less branding or attractive TVC for promoting their product.
- Very less online marketing.
- Need more promotion for many products which are in market but customer are unaware of many food
- From My survey I have found out that in market customer of food product are very unfamiliar with the range of food product that ACI have
- Customer are also not very much satisfied with the taste of some food product, like Xtra Fun Extruder chips, Xtra Fun crispy curls chips.
- Market segmentation that have been done throughout Bangladesh need to develop more.

Recommendation:

After finishing this report I figure out some points that I want to recommend. That are the following:

1. Convenience can be considered as the main attraction of ACI Foods products (Readymade spices mix also, they can capitalize on this feature.
2. ACI Food need to make more TVC, AVC, and need to do more for promoting their product.
3. They need massive improvement on online marketing, so that they need strong online marketing team.
4. ACI Foods need to build E commerce based platform, which they already have but only for internal use, they can made more development on this side made it public and promote it in right way.

5. ACI Foods have to match with the new trend, they need to follow or do something like their competitors are doing to improve their sales.
6. The healthy side of the product should be increased and detailed nutritional information should be clearly written on package for health consciousness consumers, product price also need to consider in the mind.
7. Proper monitoring system in every retail markets. Like- rural areas, where their products sales is not up to the mark.

Conclusion:

To conclude I want to say that as an established company the performance of ACI Foods up to now is quite impressive. Although it will be tough for ACI Foods to get the market leadership of foods industry because there are many more leading competitor brand are existing presently in the market like PRAN, Square, Kazi Foods etc. ACI Foods have a very strong brand value and network which they build up with their working experience.

Over the past years, as the amount of time people spent in making spices and snacks has steadily declined, readymade food, readymade spices has become a convenient. But convenience is not the only benefit readymade foods and spices mix have to offer. Health conscious people have discovered the nutritional advantages of readymade foods and readymade spices mix to be easy-to-use key components to a healthy family menu, also makes cooking so easy. Readymade foods and spice mix are easy to take for granted—all that clever packaging, all those choices—simply because their very existence hinges on simplicity, convenience, and ease. In Bangladesh people have started exploring different types of easy cooking stuff and readymade snacks and foods indicating a major qualitative change in the food habit of the people.

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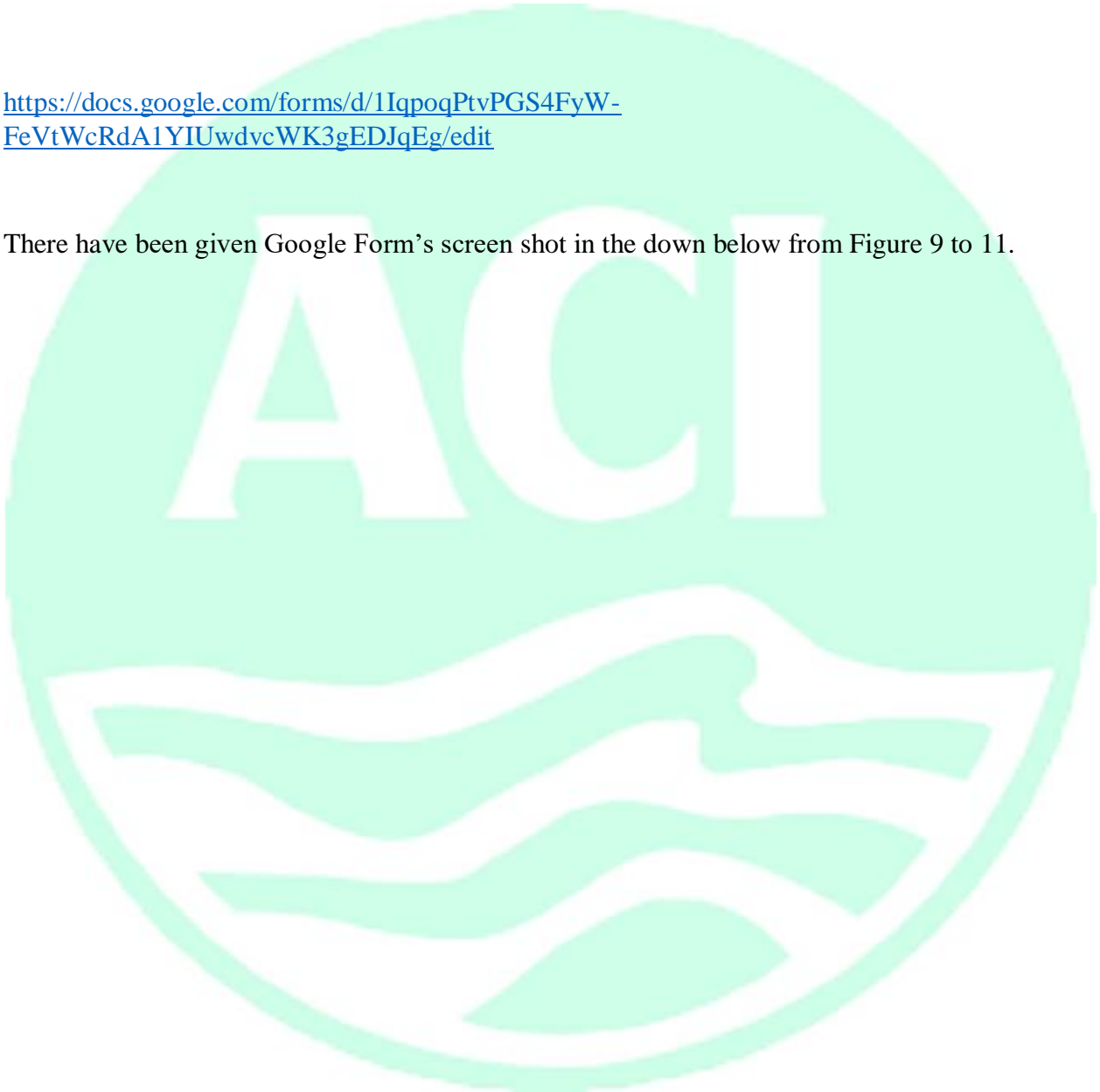
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Appendix:

<https://docs.google.com/forms/d/1IqpoqPtvPGS4FyW-FeVtWcRdA1YIUwdvcWK3gEDJqEg/edit>

There have been given Google Form's screen shot in the down below from Figure 9 to 11.



The image shows a Google Form titled "ACI Foods LTD" displayed on a mobile device. The form is in the "QUESTIONS" view. At the top, there is a navigation bar with a back arrow, the title "Contact Information", a star icon, and a "SEND" button. Below the title, there are two tabs: "QUESTIONS" (selected) and "RESPONSES". The form content includes:

- A header "ACI Foods LTD" with a red underline.
- A subtitle "Customer feedback, thinking and response about ACI Foods".
- An "Email address" field with a red asterisk, a "Valid email address" placeholder, and a note: "This form is collecting email addresses. [Change settings](#)".
- A question: "Have you heard about ACI FOOD? If yes, please tell one of the product name that you have used." with a red asterisk. Below it is a "Short answer text" input field.
- A question: "From ACI FUN and Pure, have you buy PURE spice mix? How was the quality?" with a red asterisk. Below it is a "Short answer text" input field.
- A question: "From ACI FUN, do you taste any product? Like FUN cake, chips, mango drinks, fun candy etc." with a red asterisk. Below it is a "Long answer text" input field.
- A question: "Have you seen ACI Food TVC, AVC, ACI Food FB page? What do you think about that?"

On the right side of the form, there is a vertical toolbar with icons for adding, deleting, and editing questions, as well as a "SEND" button. At the bottom right, there is a watermark: "Activate Windows Go to Settings to activate Windows." and a question mark icon.

Figure 13 Google Form

The image shows a mobile interface for a Google Form titled "Contact Information". The form is displayed in a white box with a green header. The header includes a back arrow, the title "Contact Information", a star icon, and a "SEND" button. Below the header, there are two tabs: "QUESTIONS" (active) and "RESPONSES". The form contains three questions and a comments section. The first question is a text input field asking for food product names. The second and third questions are multiple-choice questions about price range and quality. The comments section is a text input field. On the right side of the form, there is a vertical toolbar with icons for adding, deleting, and editing questions, as well as a help icon. At the bottom right, there is a watermark for "Activate Windows" and a help icon.

← Contact Information ☆

SEND

QUESTIONS RESPONSES

Please tell us some food products name that ACI Foods have under the brand of PURE and FUN.

Long answer text

What do you think about the price range of PURE spices and FUN food items, is that too expensive or okay?

okay

Not okay

What do you think about the quality of food item that ACI Foods have?

Okay

Not okay

Comments

Long answer text

Activate Windows
Go to Settings to activate Windows.

Figure 14 Google Form

The image shows a Google Form titled "Contact Information" with a green header. The form is divided into two tabs: "QUESTIONS" (active) and "RESPONSES". The questions are as follows:

- Question 1: "Have you seen ACI Food TVC,AVC,ACI Food FB page ? What do you think about that?"
Answer type: Short answer text.
- Question 2: "Why you like ACI Foods product?"
Answer type: Long answer text.
- Question 3: "Do you think ACI Food doing bettther than PRAN,Radhuni?"
Answer type: Multiple choice with options: Yes, No, Maybe.
- Question 4: "Have you ever participate any maketing campaign of ACI Food?"
Answer type: Multiple choice with options: Yes, No.

The form also features a "SEND" button in the top right corner and a vertical toolbar on the right side with icons for adding, deleting, and editing questions. A watermark "Activate Windows" is visible in the bottom right corner.

Figure 15 Google Form

